



Open Your Possibilities™

DMX Music Keeps the Tunes Playing with Good Mobile Messaging



“Good’s wireless messaging solution has been fantastic. Our executives can stay in touch with the business while they travel, our sales force can react more quickly to customer needs, and from an IT perspective, Good’s service is secure, reliable and provides a great value with a low total cost of ownership.”

- Nick Wilson, CTO, DMX Music

DMX Music is a global leader in digital music and visual imaging programming. With one of the world’s largest digital music and video libraries, the company creates more than 500 unparalleled styles of non-stop music delivered via digital cable, satellite, DVD, the Internet and airline aircraft. The company distributes its services worldwide to more than 11 million homes, 180,000 businesses and 30 airlines with a worldwide daily listening audience of more than 100 million people.

The Challenge

DMX Music has always been at the leading edge of technology advancements. As remote access to e-mail became a viable business solution, DMX Music’s IT department began to consider the possibilities a wireless messaging system could bring to its business.

“In addition to e-mail, we started to look for solutions that could deliver wireless access to calendaring and contacts to improve the productivity of our employees,” said Nick Wilson, chief technology officer for DMX Music. “We were also intrigued by the number of mobile devices being announced that included phone, PDA and e-mail all in one device.”

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DMX Music At-a-Glance

BUSINESS CHALLENGE

Arm top executives and the sales force with the tools they need to work effectively in a real-time business environment.

TECHNOLOGY SOLUTION

Good™ Mobile Messaging on the Palm® Treo™ with carrier service from Sprint®, Verizon, AT&T, Vodafone and O2. These handhelds give senior management and the sales force fully synchronized access to e-mail, calendaring and contacts across the United States and Europe.

PAYOFF

With Good Mobile Messaging, DMX Music’s executives are more productive, the company’s sales force is more effective, and the IT department has saved the company money.



The Solution

During a major industry trade show, Nick saw a demonstration from Good Technology that caught his attention. "Good showed how they could provide full wireless synchronization for everything including e-mail, calendaring and contacts on a wide range of devices," said Wilson. "After seeing the demo, I knew we just had to have it."

After some initial planning, Good and DMX Music teamed up to determine how Good's wireless messaging solution could provide the most value for DMX Music. "After looking at the business, we decided to roll out the new devices both to top management and the sales force," said Wilson. "This is where we saw the solution could have the biggest impact on our business and the most immediate payback for our investment."

DMX Music now has close to 400 people using Good Mobile Messaging on the Palm Treo. About 300 users are in the United States, while the remaining 100 are located in Europe. The company utilizes several carriers depending on the location and need of the user. For example, employees in the U.S. can choose between Sprint, AT&T or Verizon, while European employees can choose between Vodafone and O2.

The Results

"Good's wireless messaging solution has been fantastic," said Wilson. "Our executives can stay in touch with the business while they travel, our sales force can react more quickly to customer needs, and from an IT perspective, Good's service is secure, reliable and has reduced our total cost of ownership."

E-mail has become critical in the communication process and to provide the highest level of customer service possible, the faster the response, the better. "With Good Mobile Messaging, DMX Music's sales force can now operate effectively in this real-time business environment," said Wilson. "They report being more effective in their jobs and improved customer satisfaction because they are able to respond almost immediately to their customer's needs."

In addition, DMX Music's executives have become more productive. While traveling, Good Mobile Messaging helps them keep on top of their appointments by always having an up-to-date schedule on their handheld. It's also convenient to have the right contact information at their fingertips to avoid time-consuming searches or calls to get the right information to respond to an important business matter.

"I've also received a lot of positive comments about Good's user interface," said Wilson. "The intuitive enterprise messaging-like screen is highly functional and users are productive almost immediately."

Good also delivers from an IT administration standpoint. With Good's Over-the-Air (OTA) feature, DMX Music can order devices directly from the carrier and have them shipped to the end user. Once it arrives, someone in the IT department can provision the device remotely and have it running within 30 minutes. Wilson figures the OTA feature alone saves DMX Music close to \$250 per device due to reduced provisioning time and lower shipping costs. Another benefit is that the user gets a working device much faster.

Finally, Good's service is reliable and secure. "In the four years we've been using Good, the service has only been down twice," said Wilson. "And every time I've had a question, Good's support has been superb."

With the success of Good to date, DMX Music will start rolling out handhelds with Good Mobile Messaging to the company's middle management. "With senior management and the sales force using Good Mobile Messaging, middle managers have taken notice and have begun asking for the devices," said Wilson. "While it was a conscious business decision to implement Good Mobile Messaging in a phased approach across the company, it now makes sense to provide Good's wireless messaging service to the whole company, so that everyone can experience the benefits of Good."



Good Technology

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